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Media Advance Notice

INAUGURAL PROGRAM TO INTRODUCE HARTFORD TEEN GIRLS TO COMMERCIAL REAL ESTATE INDUSTRY

Welcome to The Real (Estate) World to be held May 19, 2012

On Saturday, **May 19, 2012**, CREW CT-The Real Estate Exchange will present its first annual youth outreach program entitled *Welcome to The Real (Estate) World*.

Approximately 20 high school girls from across the city will tour downtown Hartford, participate in a real estate “scavenger hunt” and compete to solve a real estate planning challenge. Teams will develop a site plan, create a floor plan and design board for their project, which will be judged by prominent members of the local real estate industry. During lunch the young women will hear from CREW women about jobs and careers in commercial real estate, a professional field that has been traditionally considered an “old boys’ network.”

The goal of this program is to expose teenage girls to the commercial real estate field and career opportunities within the industry. Hosted by Robinson & Cole, LLP, the program is supported by many of Hartford’s leading companies, including Turner Construction Company, Winstanley Enterprises, LLC, Herman Miller, OFI, Universal Copy and many others.

Welcome to The Real (Estate) World was modeled after the national CREW Careers™: Building Opportunities® program, which was developed by CREW (Commercial Real Estate Women) Foundation, the philanthropic arm of CREW Network. The interactive one-day educational program is designed to introduce high school girls to career opportunities, and to encourage more women to pursue careers, in commercial real estate. In 2011, CREW Network chapters in approximately 23 major markets across the country presented a CREW Careers™ program.

CREW



NETWORK®

CREW-CT The Real Estate Exchange provides a networking and social forum for Commercial Real Estate Professionals of every related field and discipline. CREW CT is a chapter of CREW Network (www.crewnetwork.org), whose mission is to influence the success of the commercial real estate industry by advancing the achievements of women.

